

C O P Y

NAES Headquarters  
14 Gregory Hall  
Urbana, Illinois

C O P Y

September 29, 1954

Mr. Robert VanDyyn  
Associate Director  
Division of Education  
W. K. Kellogg Foundation  
Battle Creek, Michigan

Dear Bob:

As Dr. Seay may have told you, I had the pleasure of meeting him and visiting the Kellogg Foundation for the first time a week ago today, when I was on my way through Battle Creek from other meetings. I'm sorry it was at a time when you weren't yet back, but hope I may pass that way again soon. Although I imagine this finds you still in the unpacking stage, I thought it might be desirable as soon as possible to get before you one rather limited request which might affect next year's grant.

This specifically concerns the fact that we now have an Associate Director, Harold E. Hill, as a part of the regular Headquarters' staff. By the beginning of the next fiscal year, Harold will have been with us approximately a year and a half. However, unless budgetary provision for his salary can be added to the earlier approved Kellogg grant expected for the 1955-56 fiscal year, we should have to drop Harold a year before the expiration of the rest of the present Kellogg grant.

I believe that by the end of the year and a half he will have served by the end of June, Harold will deserve a raise in salary. I hope to recommend to the directors an increase of something on the order of \$800.00, for an annual salary of \$8,000.00 per year. Adding to this the \$623.20 retirement and \$120.00 workmen's compensation charges which the budget would also have to carry, this would make a total of \$8,743.20, not including any administrative charge, which I am sure we could absorb.

Inasmuch as I feel we owe it to Harold to know what the prospects are for the coming year as soon as possible, I hope you do not mind my request for an opinion on this matter as soon as possible. Granting it would not be interpreted as a decision on the part of the W. K. Kellogg Foundation to extend its commitments beyond the period already decided upon. For this more basic problem I am sure we all agree more time and more fundamental examination of all the issues and possibilities involved will be necessary.

At the time of this more intensive series of discussions I believe it extremely desirable for us to take up with you in greater detail than has heretofore been done the matter of the Washington office which the NAES hopes to set up

Mr. Robert VanDuyne

-2-

September 29, 1954

within the next year, and various other problems which we have raised with you in a preliminary way in earlier requests and in informal discussions.

Meanwhile, we'll look forward to meeting with you in New York.

Sincerely,

Harry J. Skornia  
Executive Director

HJS:pc

cc: Dr. Maurice Seay

Copied NAEB Hq.

9/30/54jy

11/12/55

I would appreciate  
you sending me any  
material you have  
on education and  
low TV deals into  
education.

Thank you very  
much.

Sincerely,

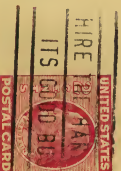
Marion Langfelder  
et. of Miami  
124619 Dickinson Dr.  
Coastal Mall, Fla.

2 - 11/12/55



THIS SIDE OF CARD IS FOR ADDRESS

see for Education by Radio - TV  
228 No. La Salle St.  
Chicago 1, Ill.



December 6, 1955

Miss Marion Langfelder  
University of Miami  
1246 A Dickenson Drive  
Coral Gables, Florida

Dear Miss Langfelder:

Your card of November 17, addressed to our Chicago business office, has been forwarded to me.

Probably the best single source we have for information on utilization and evaluation of educational television is our monthly publication, the Journal of the Association for Education by Radio-Television. I am enclosing a complimentary copy of the November issue.

It occurs to me that you might well be interested in an individual membership in the Association. It would provide you with an ideal opportunity to join with others throughout the United States in a professional society designed to promote the educational use of radio and television, as well as to study its methods and effects. AERT's membership is made up primarily of educators, commercial broadcasters, religious broadcasters and a representative group of civic leaders throughout the country.

I am enclosing one of our membership blanks which also contains a listing of the advantages of membership in the Association.

Please feel free to write me if I can be of further service to you.

Sincerely,

John Adams Rourke  
National Membership Chairman  
AERT

me

enc.

ASSOCIATION FOR EDUCATION BY RADIO-TELEVISION  
Office of the President  
Boston, Massachusetts

December 9, 1955

TO: All Officers and Directors  
FROM: John Adams Rourke, National Membership Chairman  
SUBJECT: Biographical Information

We are receiving several requests for information about AERT from prospective members. In an effort to meet these requests, I am in the process of preparing a brief write-up which I trust will adequately tell the Association's story. It will include such things as a summary of past activities, a description of the way AERT is organized, advantages of membership, services available, future plans, and so on.

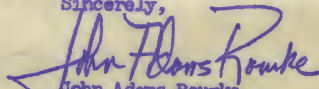
In order to emphasize the fact that the Association is truly national in scope, and to show that its activities are managed by an experienced and distinguished group of officers and directors, I would like to include the names of each of you together with a few salient facts about you and the nature of your work.

Professor Martin has suggested that I check to be sure that the listing I use for each of you is completely accurate and up-to-date. Would you please, then, fill out the attached form in the manner in which you would like to see yourself in print?

Since time is of the essence, I would greatly appreciate it if you would return the completed form to me before the impact of the Christmas rush.

Thanks very much.

Sincerely,



John Adams Rourke  
National Membership Chairman  
AERT

1 enc.

ASSOCIATION FOR EDUCATION BY RADIO-TELEVISION  
Office of the President  
Boston, Massachusetts

December 9, 1955

BIOGRAPHICAL INFORMATION QUESTIONNAIRE FOR OFFICERS AND DIRECTORS

Title, if any: \_\_\_\_\_

Full name: \_\_\_\_\_

Earned and honorary degrees: \_\_\_\_\_

Present job title and name of employer: \_\_\_\_\_

Home address: \_\_\_\_\_

Past positions of significance: \_\_\_\_\_

Significant memberships and/or honors: \_\_\_\_\_

Major publications: \_\_\_\_\_

PLEASE MAIL COMPLETED FORM TO: John Adams Rourke, National Membership Chairman, Association for Education by Radio-Television, 84 Bester Street, Boston 16, Massachusetts.

# BOSTON UNIVERSITY

*School of Public Relations and Communications • 84 Exeter Street • Boston 16 Massachusetts*

Professor Leo A. Martin, national president, has asked me to send you information on the Association for Education by Radio-Television.

AERT is a non-profit organization, national in scope, which includes among its members teachers and administrative people on all levels of education, commercial broadcasters, religious broadcasters, civic leaders, parents, and representatives of many leading civic groups. This, then, provides a truly national cross-section of those who are keenly interested in the further exploration of the utilization and evaluation of educational radio and television materials, both in the commercial and non-commercial broadcasting industry.

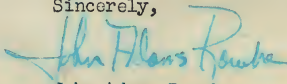
In addition to the publication of the AERT Journal, of which there are eight issues annually, AERT has played an important role in the formation and implementation of the Joint Committee on Educational Television. AERT also serves as one of the sponsors of the National Tape Recording Catalog and Re-recording Service, a project set up in cooperation with the Department of Audio-Visual Instruction of the National Education Association. The annual national convention of AERT members is held each year in conjunction with the Ohio State Institute for Education by Radio and TV at Columbus, Ohio.

That AERT is equally concerned with both educational radio and educational television is evidenced by the comprehensive articles on both media which appear regularly in the AERT Journal. Submitted by Association members themselves, these articles cover a diverse number of topics including areas of communications theory, practical program and promotional ideas, helpful how-to-do-it and how-to-find-it suggestions, as well as reports on listener council and other evaluation activities.

The enclosed membership blank includes a complete statement of purposes and advantages of membership in the Association. It is the feeling of the officers and directors of AERT that the organization has a vital function in our society. Your support, as evidenced by your membership, will be richly rewarded in the future significance of AERT in the field of educational radio and television.

If you have further questions about AERT, please do not hesitate to write.

Sincerely,



John Adams Rourke  
Membership Chairman  
AERT

JAR:vk  
Enc.



**BLUE CROSS**

*ASSOCIATED HOSPITAL SERVICE of NEW YORK*



**BLUE SHIELD**

*UNITED MEDICAL SERVICE*

Public Relations Department  
80 Lexington Avenue  
New York 16, N.Y.

February 7, 1956

Mr. Tracy F. Tyler  
Journal of the AERT  
228 La Salle Street  
Chicago 1, Illinois

Dear Mr. Tyler:

So that we can complete our records, we would greatly appreciate it if you would furnish us with further information about your organization, its publication, and the group or groups toward whom it is primarily directed.

Thank you very much for your cooperation.

Sincerely yours,

Nancy Brumberg  
Public Relations Department

*Form letter sent  
2/24*

Chief Scout

H. E. SIR HUGH MCINTOSH FOOT  
K.C.M.G. K.C.V.O. O.B.E.

Island Commissioner

D.S.A. FITZKITSON O.B.E. J.P.  
31 Duke Street  
Kingston



Island Treasurer  
L. R. MORDECAI M.B.E. J.P.  
50 a Port Royal Street  
Kingston

Island Secretary (Ag)

JOHN MOORE  
Windward Road P.O.  
Tel: 33342

Cable:  
ARAWAK KINGSTON

B. P. SCOUTS MEMORIAL HEADQUARTERS

Doncaster, Windward Rd. P.O.  
Kingston, Jamaica, B.W.I.

Your Reference.....

10th February, 1956.....

In Reply Please Quote No. ....

C/o Cosmopolitan Assurance Co., Ltd.,  
86 Church Street,  
Kingston,  
Jamaica, B.W.I.

Association for Education by Radio,  
228 North La Salle Street,  
Chicago, Illinois,  
U.S.A.

Dear Sirs,

Recently I have been assigned the honorary job of organising  
Musical Programmes, Broadcasts and Sports for the Boys Scouts  
Association of Jamaica.

Wanting to do as best a job as possible and especially in  
Broadcasting, of which I know very little, I write to ask if  
you could send me any Pamphlets, Folios or general information  
that would help me.

I feel certain any material you send will be of use and  
so await your favour and earliest reply.

GRB/TS

Yours sincerely,

G. R. BOWEN



HEADQUARTERS  
AIR WEATHER SERVICE  
MILITARY AIR TRANSPORT SERVICE  
UNITED STATES AIR FORCE  
WASHINGTON 25, D. C.

9 February 1956

Association for Education by Radio-Television  
228 N. LaSalle Street  
Chicago 1, Illinois

Gentlemen:

We are interested in obtaining information pertaining to  
your organization.

Also, please forward data relating to the publications you  
distribute, such as rates, frequency, etc.

Sincerely,

EDWARD G. VRABLE  
Captain, USAF  
Deputy Chief  
Office Information Services

*Form letter sent  
2/24*

Mr. [unclear]

Feb. 15, 1956

Would you please forward to me any information you have on hand concerning educational recordings. I certainly would appreciate any helpful and informative material - including catalogues, pamphlets, etc. Prompt action is necessary.

Thank you.

Jean B. Anderson - Box 566  
State Teachers College  
West Chester, Pa.



THIS SIDE OF CARD IS FOR ADDRESS

Chicago Board of Education  
228 N. La Salle Street  
Chicago  
Illinois

February 24, 1956

Miss Joan B. Anderson  
Box 566  
State Teacher's College  
West Chester, Pennsylvania

Dear Miss Anderson:

Your card of February 15, addressed to the Chicago Board of Education regarding information on educational recordings, has been referred to me.

It appears that you might be interested in an active membership in the Association for Education by Radio-Television. Founded sixteen years ago, AERT is a non-profit organization, national in scope, which includes among its members teachers and administrators on all levels of education, commercial broadcasters, religious broadcasters, civic leaders, parents, and representatives of many leading civic groups.

From the information contained on your card, it appears that you would be particularly interested in the Journal of the Association for Education by Radio-Television. This magazine is published monthly during the academic year. It contains articles on the utilization and evaluation of both educational radio and educational television materials. Specifically, articles in the Journal cover a diverse number of topics including areas of communication theory, practical program and promotional ideas, helpful how-to-do-it and how-to-find-it suggestions, as well as reports on listener council and other evaluation activities.

You will be interested to know that the Association for Education by Radio-Television serves as one of the sponsors of the National Tape Recording Catalogue and Re-recording Service, a project set up in cooperation with the Department of Audio and Visual Instruction of the National Education Association.

I am enclosing a copy of the AERT membership blank which contains a statement of the objectives and advantages of membership in the Association.

I am sure that you would find that a membership in AERT would provide you with both services and materials which would be of great use in your work. By sending in your membership application in the next few weeks, you will be eligible to attend the Association's national convention to be held this year on April 17, coincident with the Ohio State Radio and Television Institute in Columbus, Ohio.

If I can help you with any further information about AERT, please let me know.

Sincerely,

John Adams Rourke  
National Membership Chairman  
AERT

JAR:le

February 17, 1956

Mr. Kenneth R. Kurtz  
Station WBBQ  
Augusta, Georgia

Dear Ken:

Admittedly, it has been many, many months and I suppose that we could go into all kinds of conversation about who hasn't been keeping in touch with whom, however, Ken, what the hell!

The main purpose of this letter is to bring to your attention an organization which, I think you will agree, presents great challenge to people just like you. Frankly, I want something. I want to tell you the story of the Association for Education by Radio-Television because, Ken, I think it's a group for which you could do some very substantial work. I know it's a group which is dedicated to principles and objectives with which you are in sympathy.

AERT was formed some sixteen years ago as an educational non-profit association, incorporated under the laws of the state of Illinois. Many outstanding radio educators and educators-by-radio were charter members. Among them were such people as Judith Waller of NEC Chicago, Kenneth Bartlett, head of the radio department at Syracuse, and Parker Wheatley of the Lowell Institute Cooperative Broadcasting Council here in Boston. AERT is dedicated to the utilization and evaluation of educational radio and television materials, both in the commercial and non-commercial broadcasting industries.

At the present time, the Association has about 600 members. These include teachers and administrators on all levels of education, commercial broadcasters, religious broadcasters, civic leaders, parents, and representatives of leading business and professional groups on both national and local levels.

AERT has a journal which is published eight times during the academic year, usually running about 32 pages. It contains articles written by members, having to do with practical program and promotional ideas, how-to-do-it and how-to-find-it suggestions, reports of listener surveys, and evaluation studies plus an occasional piece on mass communications theory.

The Association has an annual convention held in Columbus, Ohio coincidental with the Ohio State Radio and Television Institute. This year's convention will be on the 17th of April.

Now the reason I am telling you all this is three-fold. First, I think you might like to affiliate yourself with AERT. Second, you might be in a position to interest some of the stations in the CSEA in signing up as local institutional members and third, and perhaps most important, you might be interested in devoting a small amount of time to helping us in our efforts to broaden our membership base.

Ken, I could go on at great length but I would prefer not to. I would prefer instead that you think about what I have already told you and that you carefully consider the enclosed material. No doubt, you will then have several questions in your mind. If you would be so good as to write me and put these questions to me, I in turn promise to give you fast, straight answers in order that you may become acquainted with the entire AERT picture.

We can use the help of people like you, Ken. It is our considered opinion that we would be able to greatly expand the activities of the Association, were we able to enlist the support of all the Kurtzes throughout the United States.

Our national president, Professor Leo A. Martin, who is also my boss here at Boston University, has stated that continued support of AERT will be regarded in the future significance of the Association in the field of educational radio and television. He feels that we can and must be successful, for the organization has a vital function in our society.

Can we count on your support?

Best regards.

Sincerely,

John Adams Bourke  
National Membership Chairman  
AERT

P.S. My sincere best regards to Jerry Burlage, Sonny Feldman, Dave Steele, and all the rest.

P.P.S. Imagine my surprise when I listened to Monitor on Sunday. Well done, old man! Tell me, does this mean that BBQ is now an NBC affiliate?

February 15, 1956

Mr. Charles C. Williamson  
20 Church Street  
Greenwich, Connecticut

Dear Mr. Williamson:

Thanks very much for your letter of February 4, and for the enclosed copy of the comments filed with the F.C.C. by the Connecticut Citizen's Council on Educational Television.

As far as new chapters for AERT are concerned, we find that there are some discrepancies in the by-laws of the Association regarding chapter charters and membership fees. Since we do not anticipate being able to clear up these discrepancies until the Board of Directors meets in Columbus, Ohio in April, we are attempting to soft pedal the formation of additional chapters at this time. Please understand, however, that we hope ultimately to create many new local chapters in the Association since it is obvious that this would be a source of great strength.

I am enclosing a list of members and subscribers in AERT as of December 1, 1955. This may be of assistance to you in making further contacts in your area.

I am sorry that you did not receive a copy of the Membership Newsletter. I am enclosing a copy of the December issue and I will send you a copy of the January and February issues as soon as more are made up. Right at the moment, our supply is exhausted.

I gave your check for \$5.00 to Miss Kounas and asked her to renew your membership. She'll be sending you your membership card in a few days.

I hope this supplies you with some of the information you need. If there is anything else, won't you please let me know?

Kindest personal regards.

K

Sincerely,

John Adams Rourke  
National Membership Chairman  
AERT

JAR:le

# BOSTON UNIVERSITY

To: IAM

From: JAR

Subject: Correspondence from Williamson

December 7, 1955

Attached is the cover letter I sent to Mr. Williamson on December 6. This went with six Journals and an equal number of membership blanks.

I'll get another letter off to him answering his specific questions, but first I'd like your opinion on framing an answer to the local chapter issue. Also, do you think it expeditious to go into too much detail as far as current membership figures are concerned?

I'll also send him a copy of the present membership in his state ... as soon as the things are run off.

Please let me have the copy of my letter to him back again. It's the only copy I have.

jar

CHARLES C. WILLIAMSON  
20 CHURCH STREET  
GREENWICH, CONNECTICUT

December 6, 1955

Dr. Leo Martin, President,  
Association for Education by Radio-Television,  
Boston University, 84 Exeter st.,  
Boston 16, Mass.

Dear Dr. Martin:

My efforts to bring in a few new AERT members for Connecticut are not meeting with much success. I have had a few expressions of interest, but no definite commitments. Do your records show any new members at all since October 20?

Also I'd like some information about AERT chapters. I have been telling some of my prospects that an AERT chapter here in Connecticut would help to develop a group made up of both lay citizens and professional educators who could be expected to have some background knowledge of educational broadcasting problems. Where are state and local chapters to be found now? And can you easily add the number of members in each? What is the total membership of the AERT?

Do you have membership application blanks? If so, I could use a few, as well as any other promotional material available.

With the best greetings of the season,

Sincerely yours,

*C. Williamson*

December 6, 1955

Mr. Charles C. Williamson  
20 Church Street  
Greenwich, Connecticut

Dear Mr. Williamson:

Professor Leo A. Martin has asked me to send you some further information on the Association for Education by Radio-Television.

Enclosed you will find six copies of the AERT Journal for the month of November, 1955, together with an equal number of membership blanks. You will notice that the membership blanks also contain a description of the purposes of the Association as set down in the constitution and by-laws, together with a listing of the advantages of membership.

I am also placing your name on the mailing list to receive "information copies" of the new AERT Membership Newsletter. This newsletter is being prepared primarily for regional directors of the Association, but it should prove helpful to you in that it will keep you fully informed on the type of membership campaign we are carrying on all over the country.

Rest assured that we are most appreciative of your efforts to increase the number of AERT members in your state. If you need any further information, or if there is any other way in which I can be of assistance to you, please let me know.

Kindest personal regards.

Sincerely,

John Adams Rourke  
National Membership Chairman  
AERT

me

enc.

CHARLES C. WILLIAMSON  
20 CHURCH STREET  
GREENWICH, CONNECTICUT

February 4, 1956

Mr. John Adams Rourke,  
National Membership Chairman,  
Association for Education by Radio-TV,  
Boston University, 84 Exeter St.,  
Boston 16, Mass.

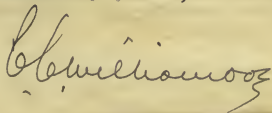
Dear Mr. Rourke:

Your letter of December 6 crossed paths with mine of the same date addressed to Dr. Martin. Obviously I should have addressed <sup>it</sup> to you since you are membership chairman. I now enclose a copy. Answers to my questions about AERT chapters and numbers will be of help to me in soliciting new memberships.

Thank you for the extra copies of the November Journal and the membership blanks. No copies of the new Membership Newsletter have reached me.

Will you please pass the enclosed check for \$5.00 on to Miss Kounas to renew my membership for the year ending February 1, 1957?

Sincerely yours,



Dr. Leo Martin, President,  
Association for Education by Radio-Television,  
Boston University, 84 Exeter St.,  
Boston 16, Mass.

Dear Dr. Martin:

My efforts to bring in a few new AERT members for Connecticut are not meeting with much success. I have had a few expressions of interest, but no definite commitments. Do your records show any new members at all since October 20?

Also I'd like some information about AERT chapters. I have been telling some of my prospects that an AERT chapter here in Connecticut would help to develop a group made up of both lay citizens and professional educators who could be expected to have some background knowledge of educational broadcasting problems. Where are state and local chapters to be found now? And can you easily add the number of members in each? What is the total membership of the AERT?

Do you have membership application blanks? If so, I could use a few, as well as any other promotional material available.

With the best greetings of the season,

Sincerely yours,

Before The  
FEDERAL COMMUNICATIONS COMMISSION  
Washington 25, D. C.

\_\_\_\_\_  
Docket No. \_\_\_\_\_  
\_\_\_\_\_

COMMENT BY THE CONNECTICUT CITIZENS COUNCIL ON EDUCATIONAL  
TELEVISION ON PROPOSALS TO BE SUBMITTED TO THE FEDERAL COM-  
MUNICATIONS COMMISSION IN RESPONSE TO ITS NOTICE OF PRO-  
POSED RULE MAKING, ADOPTED NOVEMBER 10, 1955.

1. The Connecticut Citizens Council for Educational Television takes note of the Commission's assumption that some of the various proposals to be submitted in response to its invitation may, if adopted, affect in some way the educational reservations provided in its Sixth Report and Order, and therefore wishes to put on record its firm belief that these reservations form an essential supplement to any broadcasting system based primarily on competitive private enterprise.

2. If the objectives of the Sixth Report and Order have not yet been fully realized, we hold that the cause cannot be traced, directly or indirectly, to the reservation for non-commercial service of the small proportion of all television channels, nor are we aware that any such charge has been made. We therefore respectfully submit that there can be no valid reason for revoking or threatening to revoke, or interfering in any way, with these reservations.

3. The Commission stated in section 43 of its Sixth Report and Order that "One of the reasons for having the reservation is that the Commission recognizes that it is of the utmost importance to this nation that a reasonable opportunity be afforded educational institutions to use television as a non-commercial educational medium, and that at the same time it will generally take the educational community longer to prepare for the operation of its own television stations than it would for some commercial broadcasters".

We are convinced by experience in Connecticut since the reservations were made that this reason was sufficient in itself for making the reservations and that it is just as valid today as it was in April, 1952. Indeed all experience in Connecticut and other states since that date amply confirms the soundness of the Commission's decision.

4. Connecticut was one of the first states to begin making plans to use its educational channels. That we do not yet have any stations on the air only lays emphasis on the fact that much time is required to develop the kind of public understanding of the educational potential of television that can lead to the necessary legislative appropriations. Connecticut, like many other states, must depend on appropriations by the

state legislature, since we have no metropolitan communities large enough to act independently. A detailed account of all the plans and proposals considered in the legislative sessions of 1953 and 1955, which is out of place here, would show that Connecticut is deeply interested in making use as soon as possible of its three reserved channels. Any action by the Commission which would deprive the state of the use of these channels in the future would be looked upon as a severe and unnecessary loss to the cause of education and public welfare.

5. Any proposal at this time which involves interference with the educational reservations can, we believe, be traced directly to the well-known opposition which the organized television industry has shown from the beginning. In its Sixth Report and Order the Commission overruled the industry's arguments and made the reservations. So far as we are aware, no industry spokesman has gone so far as to attribute to the educational reservations any share in the difficulties which have arisen to delay the attainment of the Commission's objectives. Fortunately, the hostile attitude of certain segments of the industry toward the educational reservations is not generally shared by local commercial television stations, as shown by the fact that in many communities they have generously assisted the educational stations by contributions of equipment, housing, technical service, and financial aid for both construction and operation.

6. Although the above comments are based on various informal proposals which have been aired in recent months, the Council believes that they will be fully applicable to any and all formal proposals submitted in response to the Commission's invitation.

Respectfully submitted,

CONNECTICUT CITIZENS COUNCIL  
FOR EDUCATIONAL TELEVISION

By: Charles C. Williamson, Acting Chairman,  
20 Church St., Greenwich, Connecticut

December 13, 1955.

February 15, 1956

Miss Jean Silenius  
123 North Walnut Street  
Ravena, Ohio

Dear Miss Silenius:

I have just had forwarded to me the letter dated April 25, 1955, which you sent to Mr. George Jennings, our business manager, who is located in the national office of the Association for Education by Radio-Television in Chicago.

Mr. Jennings indicated that he answered your letter last spring and apparently sent you the information on the use of radio as a teaching device, which you requested.

It occurs to me that you may well be interested in becoming affiliated with AERT yourself. Since it is an organization which is dedicated to a program of expanded utilization and evaluation of educational radio and television materials, both in the commercial and non-commercial broadcasting industries. The national membership of AERT includes teachers and administrators on all levels of education, in addition to commercial broadcasters, religious broadcasters, parents, civic leaders, and representatives of many other business and professional groups.

The officers and directors of the Association are embarking upon a program of expanded activities which, if successful, will be rewarded in the future significance of the Association in the field of educational radio and television. We feel that AERT has a vital function in our society, and we would like to invite you and your colleagues to join with us in this important work.

I am enclosing a sample copy of the AERT journal, which is published eight times during the academic year and contains many significant articles prepared by members of the Association.

I am also enclosing a copy of our membership blank which contains a complete statement of the objectives and advantages of membership in the Association.

I hope you will favorably consider this invitation, and further, that I will have the pleasure of meeting you at our national convention in Columbus, Ohio in April.

Sincerely,

John Adams Rourke  
National Membership Chairman  
AERT

JAR:le  
Encs.

# BOSTON UNIVERSITY

To: Mr. John A. Rourke  
From: Leo Martin  
Subject:

January 9, 1956

Dear Jack:

This has been forwarded from Chicago. Apparently Miss Silenius is a college student and may have graduated last spring. It wouldn't hurt, however, to send a follow-up asking if she would be interested in joining AERT. Please note that Jennings complied with her request and sent the materials which she asked for.

Sincerely,



Leo A. Martin  
Chairman, Division of  
Communication Arts

LAM:jf

enc.

Heck

123 North Walnut Street  
Ravenna, Ohio  
April 25, 1955

Association for Education by Radio  
228 North LaSalle Street  
Chicago 1, Illinois

Dear Sir;

I am in an audio-visual aids class in college and am in a group presenting information about using the radio as a teaching device. I would like any materials that you may have that would be of use to me. If it is at all possible, I would like enough copies for the thirty members of my class. It is rather difficult to obtain materials and I am sure they would all appreciate them very much. However, the presentation is to be in the middle of May, and I will need the materials then.

Thank you very much.

Sincerely,

*Jean Silenius*  
Miss Jean Silenius

*Lettie Jones*

/// //

//////

ASSOCIATION FOR EDUCATION BY RADIO-TELEVISION  
Office of the President  
Boston, Massachusetts

February 29, 1956

TO: All Regional Directors

FROM: John Adams Rourke, National Membership Chairman

SUBJECT: Enclosed materials

I am happy to report that the problems of a purely clerical nature which we have been experiencing in this office in the last few months have now been cleared up. Now that we have the able assistance of two young ladies, both seniors in the division of communication arts at Boston University School of Public Relations and Communications, we should be able to get caught up on the membership materials you are to receive. Enclosed you will find:

1. The somewhat belated December issue of our new Membership Newsletter plus the January-February issue. It is our thought, that in months to come these Newsletters may be of assistance to you in arranging membership campaigns in your own areas.
2. A list of staff members of schools and colleges in your regions which offer courses in radio and television. Please note that this list contains names of people who are not presently members of AERT. It seems safe to assume that a lot of these folks will want to join as soon as you contact them. This list then, will go along with the list of heads of departments of the same schools and colleges. This latter list was sent to you late last fall.
3. A relatively up-to-date list of those who presently are AERT members plus names of people and institutions that subscribe to the AERT Journal. This should be helpful to you in that it will indicate those you need not contact.
4. A sample copy of the mimeographed AERT membership blank. It is our suggestion that you have copies made of this and sent out to potential members within your regions.
5. A sample letter which we are using in this office to send to potential members. We suggest that you have similar covering letters sent to potential members along with a copy of the membership blank. The covering letter should consider many of the advantages of membership plus the objectives of AERT and should in effect be an "invitation" to join.

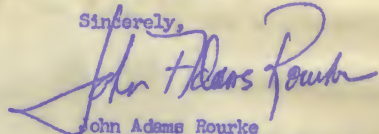
ASSOCIATION FOR EDUCATION BY RADIO-TELEVISION  
Office of the President  
Boston, Massachusetts

February 29, 1956

I believe this gets us up to date on the materials which we have been intending to send you. Now that we have adequate assistance in this office, I believe we will be able to service you with membership materials without any unnecessary delays.

If I can be of further assistance, please let me know.

Sincerely,



John Adams Bourke  
National Membership Chairman  
AERT

5 encls.

MAILING ADDRESS:

John Adams Bourke  
Association for Education  
by Radio-Television  
84 Exeter Street  
Boston 16, Massachusetts

form letter  
sent

March 27, 1956  
HR.

1830 Hill Street  
University of Michigan  
Ann Arbor, Michigan

March 3, 1956

Association for Education  
by Radio & Television  
228 N. LaSalle St.  
Chicago 1, Illinois

Dear Sir:

This semester I am planning a unit of teaching on Television for the Elementary School level. I am, therefore, extremely interested in obtaining some information concerning television--the mechanics involved, programs available for children, or any other type of material which you think would be relevant.

Any consideration regarding this matter would certainly be appreciated.

Sincerely yours,

*Nordis Nelson*

Nordis Nelson

March 4, 1956

Mr. Ford L. Lemler, Chairman  
DAVI College Exhibits  
University of Michigan  
Audio-Visual Education Center  
4028 Administration Building  
Ann Arbor, Michigan

Dear Mr. Lemler:

Mary thanks for your prompt return wire the other day. The extra few days time allowed us to prepare and ship the following to you for display at the DAVI meeting in Detroit:

- 1.-One poster ... approximately 24x34 ... with three covers from issues of The Journal of the AERT, plus the lettering "ASSOCIATION FOR EDUCATION BY RADIO-TELEVISION."
- 2.-One-hundred sample copies of the Journal, with a small flyer pasted on each cover to explain the purposes and objectives of the organization.
- 3.-One-hundred-seventy copies of a three-page dittoed flyer which, again, explains the objectives of AERT, the advantages of membership, and a list of national officers and directors.

If it is at all possible, we would like to have the poster returned to us here in Boston. As I understand it, Mrs. Gertrude G. Broderick, who is also the second vice-president of AERT, will attend the DAVI meeting. I have written her, asking her to arrange to have the poster shipped back.

Mary thanks for your cooperation.

Sincerely,

John Adams Rourke  
National Membership Chairman  
AERT

March 4, 1956

Mrs. Gertrude G. Broderick  
Radio-TV Education Specialist  
Department of Health, Education and Welfare  
Office of Education  
Washington 25, D.C.

Dear Mrs. Broderick:

Professor Martin passed along to me your letter of February 23 regarding AERT materials to be displayed at the forthcoming DAVI meeting in Detroit.

As you know, time had just about run out, and because of that I wasn't able to dig up very much to ship to Ann Arbor. However, the following items were shipped, Air Express, to Mr. Lemler over the weekend:

- 1.-One poster ... approximately 24x36 ... with three Journal covers, plus the lettering "ASSOCIATION FOR EDUCATION BY RADIO-TELEVISION."
- 2.-One-hundred sample copies of the Journal, with a small and rather brief membership flyer pasted on the front cover. A copy of this flyer is enclosed.
- 3.-One-hundred-seventy copies of a three-page dittoed flyer, which includes a statement of the objectives of AERT, the advantages of membership, a list of national officers and directors, and a membership blank.

The Air Express people promised that this material would arrive in Ann Arbor either late Monday afternoon or first thing Tuesday morning. We notified Mr. Lemler by wire, and he wired back that he would be expecting the shipment.

Is it at all possible for you to arrange to have the poster returned to me here in Boston after the DAVI meeting? That would give me a chance to have it refurbished so we could use it again for the AERT conclave in Columbus in April.

Kindest personal regards.

Sincerely,

John Adams Bourke  
National Membership Chairman  
AERT

me  
enc.

**NORTHWESTERN COLLEGE**

*Orange City, Iowa*

FOUR-YEAR ACADEMY • TWO-YEAR COLLEGE

OFFICE OF ELEMENTARY EDUCATION

OFFICE OF TEACHER PLACEMENT SERVICE

March 9, 1956

Association for Education by Television  
228 No. LaSalle St.  
Chicago 1, Illinois

Dear Sirs:

Your group has been recommended as being actively interested in the promotion of educational television. It is with great zeal that I like to encourage the effective use of this media, particularly on the part of public school teachers. With this intention I would like to ask that my name be placed on your mailing list in order to obtain current information of value.

Sincerely yours,

*Harold C. Bunz*

Harold C. Bunz  
Curriculum Laboratory Director

*Form letter sent  
March 27, 1956  
J.R.*

March 9, 1956

Professor Edward Stasheff  
University of Michigan  
Ann Arbor, Michigan

Dear Professor Stasheff:

Professor Martin showed me a copy of the program that you and your committee are arranging for this year's AERT Day. It certainly looks like it's going to be a profitable day indeed.

We are beginning to make some plans to get a few stories to the press on events scheduled for AERT day, and this of course necessitates gathering information on the principals involved. In particular, I would like to get a complete up-to-date bio on Mr. Stanley of NBC.

Professor Martin suggested that since you were already in touch with him, my best bet would be to have you relay this request.

May I suggest that any information from either Mr. Stanley or NBC press be sent direct to me, in an effort to save time.

Thank you very much for your cooperation, Professor Stasheff. I am looking forward to the pleasure of meeting you in Columbus.

Sincerely,

John Adams Bourke  
National Membership Chairman  
AERT

JAR:le

CHARLES C. WILLIAMSON  
20 CHURCH STREET  
GREENWICH, CONNECTICUT

March 10, 1856

Mr. John Adams Rourke,  
Boston University,  
84 Exeter St.,  
Boston 16, Mass.

Dear Mr. Rourke:

Thank you for the copy of the NEWS LETTER  
and for yours of the 9th.

Yes, I knew about the application for the FM station  
at U. Conn., which I understand is to be student operated,  
taking the place of the present carrier setup. I expect  
to be over there on the 21st and will get the latest on  
it.

I am certainly expecting to attend the AERT meeting  
at Columbus as well as the Institute and the annual meet-  
ing of the American Council for Better Broadcasts of which  
I am treasurer, program chairman, and slated to be presi-  
dent next year. Our special day is Friday, the 20th, the  
morning session being held jointly with the Institute.

Sincerely,

*C. Williamson*

March 9, 1956

Mr. Charles Williamson  
20 Church Street  
Greenwich, Connecticut

Dear Mr. Williamson:

I am enclosing a copy of the January-February Newsletter as per your request.

I also note with interest that the University of Connecticut has applied for a 10-watt FM station. I thought I would mention this to you on the off chance that you might not already have heard about it, since it probably would be a source for a few more new members for AERT.

As you probably already know, this year's annual meeting will be at the Deshler-Hilton in Columbus, Ohio on April 17. While the official program is still being firmed up at this point, it looks like it'll be a big meeting. We certainly hope that you will be able to attend.

Professor Martin joins me in sending you warmest personal regards.

Sincerely,

JAR:le  
Enc.

John Adams Rourke  
National Membership Chairman  
AERT

March 9, 1956

Mr. Haskell Boyter  
Director of radio education  
Station WAFE  
Board of Education  
Atlanta, Georgia

Dear Mr. Boyter:

On the 9th of December last, I sent a duplicated memo to all officers and directors of AERT requesting some biographical information. Attached to the memo was a form which I requested be filled out and returned to this office.

For some reason, probably due to the Christmas mail rush, I do not seem to have a completed form on file for you.

I am enclosing another one of these blanks and I would greatly appreciate it if you would fill it in and return it to me at your early convenience.

Kindest personal regards.

Sincerely,

John Adams Bourke  
National Membership Chairman  
AERT

JAR:ls  
Enc.

DEPARTMENT OF  
HEALTH, EDUCATION, AND WELFARE  
OFFICE OF EDUCATION  
WASHINGTON 25, D. C.

March 13, 1956

Mr. John Adams Rourke  
National Membership Chairman  
AERT  
c/o Boston University  
84 Exeter Street  
Boston 16, Massachusetts

Dear Mr. Rourke:

This will acknowledge receipt of your letter of March 9 which has come while Mrs. Broderick is away on a field trip. Your letter and accompanying memo will be brought to her attention when she returns to the Office.

Sincerely,



Secretary to  
(Mrs.) Gertrude G. Broderick  
Radio-TV Education Specialist

March 9, 1956

Mrs. Gertrude Broderick  
U.S. Office of Education  
Washington, D.C.

Dear Mrs. Broderick:

On the 9th of December last, I sent a duplicated memo to all officers and directors of AERT requesting some biographical information. Attached to the memo was a form which I requested be filled out and returned to this office.

For some reason, probably due to the Christmas mail rush, I do not seem to have a completed form on file for you.

I am enclosing another one of these blanks and I would greatly appreciate it if you would fill it in and return it to me at your early convenience.

Kindest personal regards.

Sincerely,

JAR:le  
Enc.

John Adams Bourke  
National Membership Chairman  
AERT

March 20, 1956

Mr. Gordon Campbell, Director  
Province of Saskatchewan  
Department of Education  
Adult Education Division  
1100 Broad Street  
Regina, Saskatchewan

Dear Mr. Campbell:

Professor Leo Martin, our national president, has forwarded to me your letter of March 2 requesting information on memberships for nine individuals plus a membership for the Adult Education Division.

The Association for Education by Radio-Television does not have a plan for memberships on a group basis. I suggest that the best resolution of the membership situation which you cite is the following. You can take out one institutional membership for the Adult Education Division which entitles you to receive three copies of each issue of the Journal. You, in your capacity as director of the Division, plus any other members of your staff, would be covered by the institutional membership. Then, in addition you can take out individual memberships for each of the nine members of your television committee. These individual memberships cover one copy of each issue of the Journal, plus the privileges of attendance at the AERT national convention, of voting in elections for national officers and directors, participating in committee work, and participating in the exchange of ideas, research, methods, and materials. I might add that these same general privileges are attached to the institutional membership. Generally, our institutional members cite one person to serve as their representative.

The rate of the institutional membership is \$15.00 annually, and the fee for individual members is \$5.00 annually. I am enclosing a copy of our membership blank which contains a statement of the objectives of the Association.

(Continued)

Mr. Gordon Campbell

- 2 -

March 20, 1956

You will be interested to know that the national convention of AERT members is just a few weeks away. It will be held on Tuesday, April 17 at Columbus, Ohio, in conjunction with the annual Institute for Education by Radio and Television, sponsored by Ohio State University. These events may well be of interest to the members of your television committee. We certainly would be delighted to have the opportunity of meeting them in Columbus.

If there is any other information I can give you regarding membership in AERT, please let me know.

Kindest personal regards.

Sincerely,

John Adams Rourke  
National Membership Chairman

JAR:vk  
Enc.

March 15, 1956

Mr. Gordon Campbell, Director  
Province of Saskatchewan  
Department of Education  
Adult Education Division  
1100 Broad Street  
Regina, Saskatchewan

Dear Mr. Campbell:

This is to acknowledge your letter of inquiry pertaining to membership in the Association for Education by Radio-TV. We are pleased to learn of your interest in this Association and we feel that your Television Advisory Committee would profit from membership with us. I am asking Mr. John Adams Rourke, Membership Chairman of AERT, to write to you with details on the types of membership which are available in AERT. You should hear from him within a few days.

Sincerely,

Leo A. Martin  
President, AERT

LAM:jf

Province of



Saskatchewan

DEPARTMENT OF EDUCATION

ADULT EDUCATION DIVISION

1100 Broad Street,  
Regina, Saskatchewan,  
March 2nd, 1956.

Dr. Leo Martin, President,  
Division of Communication Arts,  
Boston University,  
BOSTON, Mass.

Dear Dr. Martin:

Within recent weeks the Adult Education Division has established an Education TV Advisory Committee. This Committee of nine is representative of most of the education groups in the Province interested in the novel and powerful mass media of TV which has just recently come to Saskatchewan.

The AERT seems to us to be a journal eminently useful for the information and guidance of Committee members. Could a group membership be taken out for the nine persons on the attached list, and one for the Adult Education Division itself?

If it is possible would you please send the last two issues to the members and bill this Division only for the total sum.

You will know the difficulty of an Educational TV Committee getting underway. Our objectives are not to be a "watchdog committee" on local TV stations but rather to facilitate and co-ordinate the concern that Provincial organizations have in TV and to supply a body of sound fact and opinion for their consideration.

Any literature or suggestions you may have will be much appreciated.

Yours sincerely,

Gordon Campbell,  
Director.

GG/eeh

c.c. Mrs. Nan Black, Secretary.

TV COMMITTEE MEMBERS

1. Mrs. Nan Black,  
Homemaker,  
2727 McCallum Avenue,  
REGINA, Saskatchewan. LA 2-1236
2. Mr. Russel Brownridge,  
Lawyer,  
1131 Grafton Street,  
MOOSE JAW, Saskatchewan. Office - 3503  
Res. - 5290
3. Mr. A. B. Douglas,  
Farmer,  
McTAGGART, Saskatchewan.
4. Mrs. Gib Eamer,  
Homemaker,  
101 Bottomley North,  
SASKATOON, Sask. 92190 (private)
5. Mr. Larry Glover,  
Production Manager,  
CKCK-TV,  
REGINA, Saskatchewan. LA 3-6671
6. Miss Gertrude Murray,  
Supervisor of School Broadcasts,  
Department of Education,  
REGINA, Saskatchewan. LA 3-8114
7. Mr. Walter Ramanow,  
Program Manager, CFQC-TV,  
216 - 1st Avenue North,  
SASKATOON, Saskatchewan.
8. Mr. Fred Holliday,  
Supervisor,  
Visual Instruction,  
Dept. of Education,  
REGINA, Saskatchewan. LA 2-2506
9. Youth representative to be selected.

Staff:

Mr. Gordon Campbell,  
Director,  
Adult Education Division,  
1100 Broad Street,  
REGINA, Saskatchewan.

JO 9-4522

Province of



Saskatchewan

DEPARTMENT OF EDUCATION

ADULT EDUCATION DIVISION

1100 Broad Street,  
Regina, Saskatchewan,  
January 25, 1956.

Association for Education by  
Radio Television,  
228 N. LaSalle St.,  
CHICAGO, Illinois.

Dear Sir:

Within the last six months TV has come to Saskatchewan. In order to have an alert informed body of citizens knowledgeable about some of the educational effects of TV, we are planning a department of our Division to be known as an Education TV Advisory Committee. We expect representatives on this committee to be as follows:

1. Geographical representatives
2. TV Management
3. Professional educators
4. The consumer -- the citizen

As you can see we are some years behind comparable TV educational developments in the United States. Can we have your help?

What have other citizen groups and adult education bodies done elsewhere to study themselves the implications of this novel and powerful means of communication? What program of a year's duration might we undertake?

Should we have a conference open to the general public? Can you suggest speakers close by perhaps in Spokane who might be available? Could you send or recommend literature and pamphlets? Your help is appreciated.

Yours sincerely,

Gordon Campbell,  
Director.

GC/eeh

March 23, 1956

Mr. Jerome Rosenfeld  
The Jerome Press  
49 Portland Street  
Boston, Massachusetts

Dear Mr. Rosenfeld:

I am enclosing a copy of the November, 1955 issue of the Journal of the Association for Education by Radio-Television. The publication ... almost always thirty-two pages in length ... is distributed to the membership of the Association once each month with the exception of June, July, August and September. At the present time, we are running about six-hundred copies per issue, although we sincerely believe that the number will increase substantially within the next fifteen months.

We are generally open to suggestion about the Journal. Please feel free to make any appropriate suggestions on matters of page size, layout, type of paper and style of type. We have no preference as far as the eternal debate between letterpress and offset is concerned. We are principally interested in getting the best-looking Journal possible.

Next week, Boston University has its Spring vacation. For that reason, I don't quite know exactly when I'll be in the office. However, if you will call me on CO 6-6070 (ask the operator for the Communication Arts Division Office) and leave a message for me, I'll be sure to get back to you.

Thanks very much.

Sincerely,

John Adams Rourke  
National Membership Chairman  
AECT

me

March 26, 1956

Dr. I. Keith Tyler, Director  
Institute for Education by Radio-TV  
The Ohio State University  
Columbus 10, Ohio

Dear Dr. Tyler:

Professor Leo A. Martin has requested that I contact you regarding the physical facilities for both membership and publicity desks for AERT in the lobby of the Deshler-Hilton during convention week.

I think the most desirable situation from our point of view would be two separate tables, each large enough to comfortably seat two or three people on one side. This would allow us to operate the membership desk a foot or two away from the publicity desk, in order to avoid congestion. If this is not feasible, one large table would do. It should, however, be a library or large office size table, big enough to seat five or six people on one side. Then, of course, we would need five or six chairs, too.

Is there any possibility of our obtaining two easels which we would use next to the two tables in order to make a small "AERT unit"? If such is possible, then I will plan to bring some large posters to display on these easels.

I would appreciate it, Dr. Tyler, if you could let me know as soon as possible just what facilities we can plan on so that we may make our arrangements accordingly.

Thank you very much.

Sincerely,

John Adams Rourke  
National Membership Chairman  
AERT

cc: Professor Gale R. Adkins  
Chairman  
AERT Convention Membership Desk

March 26, 1956

Mrs. Dexter O. Arnold  
Chairman, Communications Department  
General Federation of Women's Clubs  
6 Dearborn Road  
Concord, New Hampshire

Dear Mrs. Arnold:

Professor Leo A. Martin, national president of the Association for Education by Radio-Television, has forwarded to me your letter and enclosures of August 29, 1955. Let me say that I was delighted to see that a sizable number of the members of the General Federation of Women's Clubs are not only interested in the evaluation of radio and television programs, but indeed are taking the time to do constructive work in this vital field.

Because of the nature of the activities of your Communications Department, you may well be interested in the purposes and objectives of the Association for Education by Radio-Television.

AERT is a non-profit organization, national in scope, which includes among its members teachers and administrators on all levels of education, commercial broadcasters, religious broadcasters, civic leaders, parents, and representatives of many leading civic, business and professional groups. This, then, provides a truly national cross-section of those who are keenly interested in the further exploration of the utilization and evaluation of educational radio and television materials, both in the commercial and non-commercial broadcasting fields.

In addition to the publication of the AERT Journal, of which there are eight issues annually, AERT has played an important role in the formation and implementation of the Joint Committee on Educational Television. AERT also serves as one of the sponsors of the National Tape Recording Catalog and Re-recording Service, a project set up in cooperation with the Department of Audio-Visual Instruction of the National Education Association. The annual national convention of AERT members is held each year in conjunction with the Ohio State Institute for Education by Radio and TV at Columbus, Ohio.

That AERT is equally concerned with both educational radio and educational television, on both commercial and non-commercial stations, is evidenced by the comprehensive articles on both media which appear regularly in the AERT Journal. Submitted by Association members themselves, these articles cover a diverse number of topics including areas of communications theory, practical program and promotional ideas, helpful how-to-do-it and how-to-find-it suggestions, as well as reports on listener council and other evaluation activities.

Frankly, Mrs. Arnold, we are most anxious to have an important organization such as the General Federation of Women's Clubs represented in our membership. I think you'll agree that the objectives of AERT coincide closely with the objectives of your Communications Department.

For this reason, then, I would greatly appreciate hearing from you regarding the possibility of, first, the holding of an institutional membership in AERT by the General Federation of Women's Clubs, and, second, the possibility of your advising your associates, through your own publications, of their eligibility for individual membership in AERT.

Enclosed you will find a sample copy of a recent issue of the AERT Journal. On the outside back cover, you'll notice a listing of all national officers, directors-at-large and regional directors of the Association. I'm sure you'll agree that AERT's activities are managed by a truly distinguished group of individuals. May I suggest, too, that you investigate the writing of an article for possible inclusion in a future issue of the Journal. Such an article might describe in detail the nation of the evaluation studies your group has made on children's television programs.

I am also enclosing a copy of our standard membership blank, Mrs. Arnold, in the hope that because of your own personal interest in program evaluation, you will find it possible to join AERT.

AERT's national convention will be held this year at the Deshler-Hilton Hotel in Columbus, Ohio, on April 17. The official convention program will be ready in a few days. I'll send you a copy at that time. We certainly would be delighted to see you there. I hope you can arrange to attend.

Kindest personal regards.

Sincerely,

John Adams Bourke  
National membership Chairman  
AERT

enc. (2)

cc: Mrs. Robert Branigan  
Junior Chairman, Communications Department  
General Federation of Women's Clubs  
1623 Wisconsin  
Deloit, Wisconsin

March 26, 1956

Professor Gale R. Adkins, Director  
Bureau of Research in Education  
by Radio-Television  
University of Texas  
Austin, Texas

Dear Professor Adkins:

Your letter to Professor Leo A. Martin regarding arrangements for the AERT membership desk at the Deshler-Hilton has been referred to me.

Regarding tables, chairs, and so on, I have written to Dr. Tyler requesting him to arrange for these facilities. Professor Martin seemed to think that Dr. Tyler would be the logical person to contact on this. I am enclosing a carbon of that letter. Since time is getting short, may I suggest you contact Dr. Tyler directly if you think we will need anything further as far as furniture is concerned. You see, I am somewhat ignorant of just what the ideal arrangement should be in view of the fact that this will be my first convention this year.

Now as I understand it, you will see that the membership desk is adequately staffed every day, Tuesday through Friday. If you can get me a list of all those who will be working on the membership desk ... including full name and title, such as Doctor, Professor, Mrs., etc. ... by, say, no later than April 6, I will arrange to have name plates made up to display on the desk during the period that each person is on duty. I think this might help personalize the operation a bit, particularly as far as new members are concerned.

In reading the copy of my letter to Dr. Tyler, you will note that I have referred to a publicity desk. I feel very strongly that we must embark on a comprehensive publicity program this year. For this reason, I am planning to release a "home-town" story on each AERT member who is in attendance. Since it will be necessary to talk to each of these people very briefly, I would like to have a publicity desk set up in conjunction with the membership desk. In that way we can shuffle people from one desk to the other with a minimum of time and effort. While I plan to oversee the operation of the publicity desk, I expect that I'll be a little short-handed. Is it possible, do you suppose, that we might impose further upon two of the "winsome young ladies" from AERho to help out in this respect, too?

We have arranged to have five-hundred copies of the April issue of the AERT Journal in Columbus to use as handouts. I expect to have some other duplicated material available, too. As far as signs and display cards are concerned, I will have those made up here in Boston and properly transported to Columbus.

I heartily agree with Professor Martin that your idea of making paper  
bons available is an excellent one. I will investigate that matter and let  
I know as soon as I get a definite answer. I have a sneaking suspicion,  
however, that we might have to settle for a more conventional rectangular  
shape. This, for purely economic reasons. If I am not mistaken, the printing  
on the ribbon that you suggest would be relatively inexpensive, but the process  
of cutting the paper could run rather high. However, I will find out definitely.  
Do you think it would be of advantage to have a place on the ribbon for each  
individual's name, purely for identification purposes?

I would also suggest that, in addition to having the girls from AERho take  
charge of the ribbon-pinning, we might also arm them with quantities of membership  
literature which they could distribute at random. If you go along with this idea,  
I will see that we have enough extra copies of our membership blurb made up.

You will notice, too, in my letter to Dr. Tyler, that I spoke of the  
possibility of our having a couple of easels available. My thought here was that  
we could have two large posters made up ... one, a "welcome to the convention"  
type of thing ... and the other, some brief copy to help get people to the  
membership desk.

Those are my thoughts at the moment, Professor Adkins. If anything else  
occurs to me, I'll let you know immediately. In the meantime, I'd appreciate  
being kept informed on any ideas that may come up from you, from Mrs. Broderick,  
or from Professor Stasheff.

I'll look forward to the pleasure of meeting you in Columbus.

Kindest personal regards.

Sincerely,

John Adams Rourke  
National Membership Chairman  
AERT

enc.

March 27, 1956

Dr. Kenneth Harwood, Chairman  
Department of Telecommunications  
University of Southern California  
University Park  
Los Angeles 7, California

Dear Dr. Harwood:

Many thanks for your letter of March 14. My apologies for not getting back to you sooner but, as I guess Vee Kounas wrote you, I was out of the office sick for a couple of weeks.

By now you should have received the twenty-five membership blanks you requested. I'm sorry those forms aren't better looking, but I am afraid they'll have to do until such time as our treasury can stand the shock of a few extra printing bills.

Since this Division is not ideally set up as far as mimeographing is concerned, it would help us a great deal if, insofar as possible, you could arrange to have any membership materials duplicated locally in the future.

While I am still not content with the number of new AERT memberships coming in, I am happy to report that we are presently receiving a number of inquiries, plus a few five-dollar checks, from areas of interest heretofore not represented in AERT. I believe this signifies that we are on the road to substantially broadening our membership base, and this of course is good.

Good luck to you in your continued efforts on behalf of AERT. I hope I'll have the pleasure of talking with you at the meeting in Columbus in April.

Kindest personal regards.

Sincerely,

John Adams Rourke  
National Membership Chairman  
AERT

March 21, 1956

Mr. Kenneth Harwood, Chairman  
Department of Telecommunications  
University of Southern California  
University Park  
Los Angeles 7, California

Dear Mr. Harwood:

This is to acknowledge receipt of your note of March 14 addressed to Mr. John Rourke, Membership Chairman. He has been out ill for the last week and at his request I have opened his mail.

In accordance with your request, I am enclosing twenty-five membership blanks. I am extremely sorry for the delay and hope that we have not inconvenienced you.

Sincerely,

(Miss) Vee Kounas  
Membership Secretary, AERT

me  
Enc.  
Airmail

UNIVERSITY OF SOUTHERN CALIFORNIA  
UNIVERSITY PARK  
LOS ANGELES 7

March 14, 1956

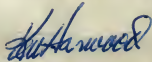
Mr. John Rourke, Membership Chairman  
Association for Education by Radio-  
Television  
Boston University  
84 Exeter Street  
Boston 16, Massachusetts

Dear Mr. Rourke:

Thank you for the membership materials and congratulations on having done an excellent job of producing them.

Would you please send me by airmail twenty-five of the membership blanks that are mentioned in your sample letter of solicitation?

Yours sincerely,



Kenneth Harwood, Chairman  
Department of Telecommunications

airmail

kh:gb

March 27, 1956

Mrs. Evadna Mickler  
5932 N.E. 11th. Street  
Portland 11, Oregon

Dear Mrs. Mickler:

Many thanks for your letter and enclosure of March 15. My apologies for not answering you sooner, but I was out of the office sick for a few days.

Frankly, I am very impressed by the nature of the membership campaign you have instituted within your region. I'm just sorry that all of our regional directors haven't as yet been able to see their way clear to go into this business of membership solicitation as thoroughly as you are. Perhaps that will come in time.

I'm sorry we made those errors in the mailing lists you received, but I am grateful for the fact that you spotted them and made the appropriate corrections.

Please don't be concerned about the seasonal aspect of membership in AERT. We find that usually a simple explanation to the effect that a membership remains in force for twelve calendar months, regardless of the time of the year it was taken out ... usually that sort of explanation will do the trick. You'll be interested to know, for example, that a tremendous number of renewals have been made in past years at the Spring convention.

There are a number of sources of new members ... people who heretofore were not approached ... that I'll be discussing in the March issue of our Membership Newsletter. I think you'll agree that a lot of these folks operate on budgets that go right through the summer months and, therefore, can be approached most anytime.

Professor Martin joins me in congratulating you on the scope of the AERT Workshop Program which you had scheduled for March 24. I'd appreciate it if you'd write out a summary of the day's activities and send it to me so that I may have it available for the meeting in Columbus. I'm sure a number of the members will be interested in it.

Professor Martin has told me that you would not be able to attend the meeting in Columbus. I'm sorry to hear this, since I was looking forward to meeting you at that time. However, we'll be sure to keep you informed of the events that transpire there, and I trust I'll have an opportunity to meet you personally at a later date.

Again, congratulations on the work you have already done and good luck with your continued efforts. If there is any way in which we here can be of further service to you, please don't hesitate to let us know.

Kindest personal regards.

Sincerely,

John Adams Bourke  
National Membership Chairman  
AERT

5932 N. E. 11th Ave.  
Portland 11, Oregon  
March 13, 1954

Mr. John A. Rourke  
Membership Chairman, AERT  
Boston, Massachusetts

Dear Mr. Rourke,

Your voluminous communication  
hasn't been received and noted. I can  
appreciate the need of a membership  
campaign and shall do what I can.

Thus far I've sent a letter of  
information and application blank  
to every one on the list of potential  
members that you sent. However, I  
can't continue doing that. Time and  
money won't allow it. Each grew  
into quite an item before I finished.

How successful my efforts  
will be, if at all, I don't know. Any-  
way I told them I hoped to see  
their names in the Journal as  
new members.

One of my letters was returned.  
The postoffice said there was  
no town of Rosbury, Idaho where  
Hicks College & Mr. Roylance were  
supposed to be.

Also on my last list, all of the  
people at Washington State College  
were given as Paland - which should  
be Pullman, Wash. where Alan  
Miller is director of radio and  
an AERT member of long standing

We are trying to re-activate our local AERT group. I'm enclosing our program of which we sent out over 300. It is rather late in the year to sign up members, but we're looking for potential members for next fall.

Well, we're trying!

Yours truly,  
Eradna Mickler

## ASSOCIATION for EDUCATION by RADIO and TELEVISION

You are cordially invited to attend an AERT workshop on March 24, 1956, at KPTV, located at 735 S.W. 20th Avenue (near Multnomah Stadium).

The purpose of the workshop is to illustrate the use of radio and television as educational media.

To facilitate planning, please call KBPS, BE 4-5469, by March 22, if you plan to attend.

### AERT WORKSHOP PROGRAM

|                      |                                                                                      |
|----------------------|--------------------------------------------------------------------------------------|
| 10:00 a.m.           | Registration                                                                         |
| 10:15 a.m.           | Welcome--Mrs. Evadna Mickler, Northwest Regional Director of APRI, Staff member KPTV |
| 10:30 a.m.           | KID CRITICS--Tape recording, live student panel--<br>Mrs. Marian Herr, moderator     |
| 11:10 a.m.           | COFFEE BREAK                                                                         |
| 11:30 a.m.           | WATCH THE BIRDIE--Live telecast                                                      |
| 12:00 a.m.           | Tour of KPTV studio                                                                  |
| 12:30 p.m.-1:30 p.m. | Somewhere near KPTV                                                                  |
| 1:45 p.m.            | Discussion on <u>Telecourse</u> --Don Summerville                                    |
| 2:15 p.m.            | COUNTRY CAMPUS--Live telecast                                                        |
| 2:30 p.m.            | Panel discussion--Don Summerville, moderator                                         |
| 3:15 p.m.            | George C. Henricksen, Department of Adult and Vocational Education                   |
| 3:30 p.m.            | LIVE AND LEARN--Live telecast                                                        |
| 4:00 p.m.            | Conference Summary--Patricia Green Swenson, Manager KBPS                             |
| 4:15 p.m.            | Conference adjournment                                                               |

March 28, 1956

Mrs. R.M. Van Horne, Assistant  
Department of Community Services  
College of Adult and Extension Education  
University of Kentucky  
Lexington, Kentucky

Dear Mrs. Van Horne:

Your letter of March 9, addressed to the Chicago business office of the Association for Education by Radio-Television, has been referred to me.

Your Package Library Service sounds like a very interesting project. I wish I was able to supply you with several copies of the types of materials you obviously are looking for. Because AERT is incorporated as a non-profit educational organization, we find it necessary to make most of our materials available on a self-liquidating basis. We find the best way to accomplish this is to include all ~~our~~ our services under a set of membership and subscription fees, which vary according to the situation.

I am sending you seven packets of material. Each is the same, and contains a membership form, a statement of our objectives and the advantages of membership, a form letter explaining AERT in some detail, a copy of a recent news release, and most important, a sample copy of a recent issue of the Journal of the AERT.

My thought is simply this. Probably the users of your service would be most interested in the variety of articles on the utilization and evaluation of educational radio and TV which appear regularly in the pages of the Journal. Unfortunately we are not in a position to regularly supply you with gratis copies. However, perhaps the users will want to either join our Association or take out a subscription to our Journal once they find out what our organization is and does. With this thought in mind, I have included the materials listed above.

If you have the funds available, may I suggest that you take out a subscription to the AERT Journal for each Package Library that has to do with radio and TV. In this way you would be able to keep each collection up to date as far as AERT is concerned.

The fee for the Journal subscription is four dollars each year, and the fee for an individual membership in the Association (which includes a Journal subscription) is five dollars each year.

I'm sorry, Mrs. Van Horne, that I cannot be of greater service to you. Since we are a non-profit organization with no paid employees, and since we do not enjoy the benefits of any kind of subsidization, we are forced to operate within the amount of money we collect from membership and subscription fees. Rest assured, however, that I'll keep your letter on file, and at such time as we do distribute any free materials, I'll be sure to see that you get copies.

If I can be of any further service to you, please let me know.

Sincerely,

John Adams Burke  
National Membership Chairman  
AERT

me

# PACKAGE LIBRARY SERVICE



1955

College of Adult and Extension Education  
Bureau of Club and Community Service  
University of Kentucky  
Lexington, Kentucky

## **WHAT IS A PACKAGE LIBRARY?**

It is a collection of clippings, periodicals, pamphlets, reprints, pictures, books, lists of films which may be rented, and bibliographies on subjects of general or special interest. These collections are kept up to date as additional material on the subjects becomes available.

## **WHAT IS ITS PURPOSE?**

The purpose of a Package Library is to make available to the citizens of Kentucky information on many subjects to which they might not otherwise have access.

## **WHO MAY USE THE PACKAGE LIBRARY SERVICE?**

This service is offered to classroom teachers, students (when teacher signs application), Garden Clubs, Women's Clubs, P.T.A.'s, civic clubs, study groups, men's clubs, or any responsible individual interested in a particular subject.

## **WHAT DOES THIS SERVICE COST?**

A Package Library is loaned to the user for a period of two weeks on payment of 25c which may be inserted in the coin holder inclosed. (Please do not send stamps.) This fee is to cover the cost of wrapping, mailing, etc. The user is also expected to pay the return postage.

## **WHAT SUBJECTS ARE AVAILABLE?**

The following subjects are ready for immediate use:

1. Juvenile Delinquency
2. How To Study
3. Gerontology
4. Religion
5. Do's and Don't's of Parliamentary Procedure

6. Citizenship
7. Conservation of Natural Resources  
water—soil—minerals—trees
8. Safety
9. Minority Groups
10. International Relations
11. United Nations—Specialized Agencies
12. The Community
  - a. Recreation
  - b. Zoning
  - c. Health
  - d. Education
  - e. Taxation
  - f. Public Welfare
  - g. Housing
13. American Home
  - a. Family Relationships
  - b. Child Care
  - c. Nutrition
  - d. Home Beautification
  - e. Clothing
  - f. Antiques
  - g. Family Finance
14. Gardening
  - a. Annuals
  - b. Perennials
  - c. Flower Arrangement
  - d. Famous Gardens
  - e. Roadside Improvement
  - f. Lawn Care
  - g. Planning a Garden
15. Fine Arts
  - a. Plays (reading purposes only)—Reviews
  - b. Book Reviews
  - c. Music (appreciation, lives of composers, stories of operas)
  - d. Painting and Sculpture
  - e. Architecture
16. Kentucky
  - a. Parks
  - b. Scenic Spots
  - c. Historic Spots
  - d. Writers
  - e. Birds
17. Civil Defense
18. Helping Youth Choose Careers
19. Living Kentucky Composers
20. Kentucky Authors of the 20th Century

Other subjects are being prepared, and material on additional subjects may be assembled by special request on reasonably short notice. In requesting material on a subject, time will be saved and your needs more readily served

if you will be as specific as possible in stating your needs. A news sheet will be sent out at intervals listing new topics as they become available. You may indicate on the coupon on the back if you would like to be included on a mailing list to receive these news sheets regularly.

The Bureau of Club and Community Service sincerely hopes that the users of this service will find the Package Library helpful and informative. Suggestions regarding its improvement will be welcomed.

For your convenience use the form printed below and the coin holder inclosed.

\_\_\_\_\_  
Please send me a Package Library on the subject of \_\_\_\_\_  
\_\_\_\_\_

This material is to be used: ☐ \_\_\_\_\_  
club program, ☐ class in \_\_\_\_\_,  
☐ individual study, ☐ others (Please specify)  
\_\_\_\_\_

☐ Please put my name on your mailing list to receive news sheet.

Name \_\_\_\_\_

Street or Box No. \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**Address all orders or inquiries to:**

**Package Library Service  
College of Adult and Extension Education  
University of Kentucky  
Lexington, Kentucky**

UNIVERSITY



OF KENTUCKY

LEXINGTON

COLLEGE OF ADULT AND EXTENSION EDUCATION

March 9, 1956

Assn. for Education By Radio-Television  
228 No. LaSalle Street  
Chicago 1, Illinois

Gentlemen:

Our Package Library Service is interested in acquiring free materials on educational television and radio for use in filling requests from schools and women's groups. Mr. L. V. Hollweck of the RCA Victor Educational Division gave me your address as a possible source of such material. Could you supply us with several copies of each available item on this subject? We will appreciate it very much.

Very truly yours,

*Elizabeth R. Van Horne*

Mrs. R. M. Van Horne, Assistant  
Department of Community Services

Jack Rouse  
Send membership data  
A.M.

March 28, 1956

Mr. George Jennings  
Board of Education  
225 North LaSalle Street  
Chicago 1, Illinois

Dear Mr. Jennings:

At the suggestion of Professor Martin, I am writing you to inquire about extra copies of the Journal for the months of January, February and March.

As I guess you know, we use those copies here for promotional purposes. Our supply here is quite depleted now due to the fact that we sent one-hundred sample copies to the recent DAVI meeting in Detroit.

In order that we may continue to send out sample Journals as they are requested, would you please ship us any available extra copies as soon as possible.

Thanks very much, Mr. Jennings.

Kindest personal regards.

Sincerely,

John Adams Rourke  
National Membership Chairman  
AERT

cc: Professor Leo A. Martin

March 28, 1956

Mr. Raymond T. Bedwell, Jr.  
Instructor in Radio-TV  
University of Maryland  
College of Arts and Sciences  
College Park, Maryland

Dear Mr. Bedwell:

Your letter of March 16, addressed to Miss Vee Kounas, has been referred to me.

We are delighted to hear of your interest in an institutional membership in the Association for Education by Radio-Television.

The institutional membership, the fee for which is fifteen dollars annually, includes three copies of the AERT Journal for each of the eight months of the year in which it is published. All of the full-time members of your department are indeed covered in the institutional membership. It is customary to appoint one member of your staff to represent your group. All announcements, literature, and so on can then be channeled through this one person.

We find that, in many instances, full-time staff members also like to hold individual memberships in the Association. In this way, they are sure to have their own individual copies of the Journal and any other literature that may be distributed from time to time. This, of course, is purely a matter of individual preference.

Our convention this year will be held in the Hall of Mirrors at the Deshler-Hilton Hotel in Columbus, Ohio on April 17. The morning session will be devoted to talks and demonstrations on radio, with the primary emphasis on radio drama. The annual luncheon will be held at the Maramor Restaurant, where the guest speaker will be Edward Stanley, manager of public service programs for the National Broadcasting Company. The afternoon session will be devoted to the very timely topic of closed circuit TV. The official convention program will be sent out in a few days. I will see that you receive a copy. In the event that you are able to get to Columbus, please be sure to look me up. I'll be staying at the Deshler-Hilton.

A copy of our standard membership blank is enclosed.

Kindest personal regards.

Sincerely,

John Adams Rourke  
National Membership Chairman  
AERT

UNIVERSITY OF MARYLAND

COLLEGE PARK

COLLEGE OF ARTS AND SCIENCES  
DEPARTMENT OF SPEECH AND DRAMATIC ART

**Centennial and Sesquicentennial Celebrations**

*College of Agriculture 1856-1956*

*School of Medicine 1807-1957*

March 16, 1956

Miss Vee Kounas, Membership Secretary  
Association for Education by Radio-Television  
84 Exeter Street  
Boston 16, Massachusetts

Dear Miss Kounas:

I have been asked by our director of radio, Professor George Batka, to investigate the possibilities of membership in the Association for Education by Radio-Television.

According to literature received, a Local Institutional Membership in the Association includes 3 copies of the AERT Journal monthly and would cost \$15.00. Does this include membership for all members of our department or must they pay the individual membership fee of \$5.00 besides?

We are very much interested in the Association. In fact I hope to be able to attend the convention in Columbus, Ohio in April. And while I have it in mind, can you provide further information, dates, agenda, and other expenses.

Thank you for your kind assistance. I shall be expecting an answer from you soon.

Sincerely,

*Raymond T. Bedwell, Jr.*  
Raymond T. Bedwell, Jr.,  
Instructor in Radio-TV



*Oldest building in the United States used continuously for medical teaching*



## WBAL · WBAL-TV

50,000 WATTS 1090 KC      CHANNEL 11  
2610 NORTH CHARLES STREET · HOPKINS 7-3000  
BALTIMORE 18, MARYLAND

April 2, 1956

Mr. John Adams Rourke  
AERT National Membership Chairman  
Boston University  
84 Exeter Street  
Boston 16, Massachusetts

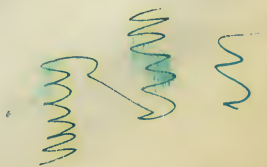
Dear Jack:

That you have had evidence of our efforts is very gratifying. In fact, to hear from you that new memberships have been arriving is a source of great glee. Here's what we have been up to:

At about every month interval we have sent membership forms, duplicated from those received from your office, with letters of encouragement, explanation, etc. to every eligible should-be member in the area. We sent one such list out on our own, but found that lists of active and proposed members from you were a distinct help. Checking a list of active members against all the should-be members which you sent us, we were able to send material throughout 10 or 12 states in our region. I never met the young man from West Virginia University whom you referred to, but like everybody else at a university we can feel sure that he is both short of ready cash and a victim of a very highly developed bureaucracy.

Since the division of property seems to be of world-wide acceptance these days, I don't see why AERT should prove an exception. You were quite right in thinking that the Southeastern region is just too much territory for anyone to give any degree of thoroughness. The greatest sales approach in the world is personal contact or acquaintanceship and this we cannot achieve, and I therefore, can urge you to make a formal proposal along the lines you mentioned.

5



Mr. John Adams Rourke

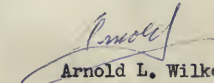
-2-

April 2, 1956

I am arriving in Columbus on Monday evening the 16th. Sorry I can't make the Board of Directors meeting on Monday, but I will try to call you or Leo Martin to get myself brought up to date.

Until then, best personal regards.

Sincerely,

  
Arnold L. Wilkes  
Director of Public Service  
and Education

March 28, 1956

Mr. Arnold Wilkes  
Station WEAL  
2610 North Charles Street  
Baltimore 18, Maryland

Dear Arnold:

I know you've been up to something ... because the results of your efforts are beginning to come in in the form of new memberships. I was at sea for several days, trying to determine the source of a particular dittoed membership form that arrived in the office. Finally we received another one with a note attached which made reference to the fact that it ... the membership form ... had been received from you. While the mailman is not yet arriving with large sacks containing checks for new members, still the number of people we are signing up is conspicuously on the increase. And that is good. So our respective hats are off to you for the obvious effort you have already expended on behalf of AERT.

Would you please take a minute and drop me a note, advising me of the nature of the membership campaign you have been conducting so that I, in turn, can pass the details along to the other regional directors?

As far as the letter from James R. Young at West Virginia University is concerned ... well, I don't know. All I can say is that either they're pretty short of ready cash, or else they have a well-developed bureaucracy there. Perhaps both.

Arnold, I am toying with the idea of recommending that the board of directors take necessary action to split up your southeastern region on the grounds that it's just too much territory for any one person to be responsible for. It seems to me that it might be better to have a middle-Atlantic region, encompassing your immediate territory and going as far down as, perhaps, Virginia and West Virginia ... and then, create a new regional directorship which would cover the deep Southern states. As I said, I've been thinking about this, but I would hesitate to make any formal proposal without first having the benefit of your thoughts on the matter. Would you please turn it over in your mind and let me know what you think?

I'm looking forward to seeing you again at the meeting in Columbus.

Sincerely,

John Adams Rourke  
National Membership Chairman  
AERT

WBAL

50,000 WATTS      N B C AFFILIATE  
2610 NORTH CHARLES STREET  
BALTIMORE 18, MARYLAND

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WEST VIRGINIA UNIVERSITY

Morgantown

March 24, 1956

Mr. Arnold L. Wilkes  
WBAL  
2610 North Charles St.  
Baltimore 18, Maryland

Dear Mr. Wilkes:

I appreciate very much your letter of March 14, containing an invitation for institutional or individual membership in AERT along with information concerning the functions and services of AERT.

The matter is receiving careful consideration. I have discussed the advantages of membership with Dr. Earl L. Core, chairman of our University Television Committee. Dr. Core, in turn, has taken the matter up with President Irvin Stewart.

At the moment I can only say that we are very much interested. West Virginia University is now in the process of working out its own objectives and plans for educational TV. When these plans have been definitely shaped we shall be able to reach a decision about AERT.

Meanwhile I shall weigh the desirability of an individual membership for myself. And, if the committee arrives at a favorable decision about AERT, I shall contact you again.

With best regards,

/s/

James R. Young  
Assistant Professor

cc: Dr. Earl L. Core

PRECIS OF THE "CONDITIONS" ENUNCIATED BY MR. SCHOOLEY OF THE NAEB AT  
CONFERENCE WITH COMMITTEE OF BOARD MEMBERS OF AERT - 4/16/56

1. All members of the AERT shall become immediately AFFILIATE MEMBERS of the NAEB, pending later clarification of membership status within the NAEB framework.
2. Dues already paid by members of the AERT shall be honored with full credit through the terminal date of their membership (and subscription) period.
3. Dues for all members will probably be raised to \$7.50 after the expiration of the terminal date; but this rise will include distribution to such members of the NAEB Newsletter together with the AERT Journal.
4. The AERT Journal will be continued until June 1956, and (pending recommendations to be made by a committee which will study the delineation of areas of interest in AERT Journal vis-a-vis the NAEB Newsletter, and the determination of the form of future publication of the Journal), will be guaranteed publication through next year.
5. The Journal, under whatever form it is to be published, will be identified for at least one year after integration with the subtitle "FORMERLY THE AERT JOURNAL".
6. The NAEB will continue the "Utilization and Evaluation Day" (now known as the AERT Day"). This will be maintained either at the annual sessions of the NAEB Convention; or with half a day at the NAEB Convention and half a day or a full day at future AERT meetings. Possibly some time will be maintained at both meetings, to provide opportunity for a spring and a fall meeting in diverse locations, to permit more AERT members to participate in annual meetings.
7. The NAEB Board of Directors will study and recommend the type of representation the AERT will have on the Board: possibly a third vice-president, (charged with utilization and evaluation studies), or a special board member.
8. The NAEB will handle all administration, -- e.g., membership files, membership promotion, collection of dues, billing, and distribution of publications from its Headquarters.
9. The NAEB President will form a Utilization Committee, (probably made up of AERT members), immediately.
10. Research projects will be inaugurated and pursued by and for both memberships, NAEB and AERT.
11. It is recommended that until all details are worked out and accepted by both associations, the AERT keep its corporate identity. It should keep such identity if possible and feasible in order to continue its claim and right to maintain its membership on such committees as the UNESCO, JCET, etc.
12. There will be four regional meetings of the NAEB membership before June 25, 1956. AERT members are invited to attend and participate in these meetings, to familiarize themselves with NAEB members and policies.

Approved

(signed) R. F. Grady, S.J.

Treasurer AERT

Schooley's comments on Father Grady's memorandum on "conditions" relating to possible merger/consolidation of interests. In same order:

1. Correct. Additionally, it is Schooley's hope that an individual membership can be created for individuals, and leave affiliate membership for organizations. He feels sure this can be done.
2. Correct.
3. As stated, correct, but Schooley points out this is only his point of view, based upon rising costs and experiences with similar professional organizational memberships. This is subject to study, even if Schooley feels strongly on the subject, and he does.
4. Correct. Later events, based upon studies and conferences, indicate NAEB should proceed to get first four issues out on usual schedule, using present format. Steps are being taken in this direction.
5. Correct.
6. Correct, as events and interests indicate.
7. Correct. NAEB Board is now willing (although technically this is subject to change in by-laws) that individual members (and at first, technically, this is affiliate) shall elect their own representative to the Board. Generally, NAEB Board members prefer some such rather than a vice-presidency. At present NAEB has only one vice president. This, too, can be worked out in time. No disagreement on representation, just on label primarily.
8. Correct.
9. Correct.
10. Schooley assumes one membership if merger takes place.
11. Correct in part. As Schooley recalls, he suggested retaining corporate structure until merger plans worked out, primarily to protect all interested parties. He did not mean to suggest any such indefinite period of time, and feels sure NAEB Board would not accept such a point of view. Therefore, so that he may not be misunderstood, he records here that his thoughts were meant to cover a period such as through the NAEB convention, 1956, assuming at all times that previously agreed to references would be adhered to.
12. Correct. AERT members always welcome at regional and national meetings, and if merger/consolidation takes place we'll make every effort to get as many as possible to Atlanta in October.

7-10-56

*Frank E. Schooley*

## A MERGER FOR EDUCATIONAL BROADCASTING

The National Association of Educational Broadcasters and the Association for Education by Radio-Television were merged at the annual conventions of both associations in Atlanta on October 17, 1956. Formal merger followed actions taken by both associations meeting in convention.

Thus, NAEB assumes all of the obligations and responsibilities of both memberships in carrying forward the interests of all of us in the use of radio and television for education.

NAEB memberships now include those for non-commercial radio and television stations (Actives), for radio and television production centers (Associates), for organizations interested in the promotion of educational broadcasting (Affiliates), for individuals interested in utilization and promotion of educational radio and television (Individual), and for individuals or organizations wishing to give financial support to NAEB efforts (Sustaining), and Honorary memberships for those selected for distinctive contributions to educational broadcasting.

Specifically, the merger means for former AERT members that (1) all are now individual members of NAEB; (2) dues paid to AERT will be honored by NAEB, with full credit; (3) the Journal will be continued; (4) NAEB will have a Utilization Committee as one of its standing committees; (5) the Utilization and Evaluation Day (known as AERT) will be continued at IERT; and, (6) individuals will be represented on the NAEB Board of Directors by a director-at-large, elected by Individual Members of NAEB.

We sincerely believe the merger gives greater strength and stature to all of us interested in the use of radio and television in education, and urge your continued interest and membership in NAEB.

S/ Leo A. Martin  
Past President, AERT

S/ Frank E. Schooley  
President, NAEB

MICHIGAN STATE UNIVERSITY

OF AGRICULTURE AND APPLIED SCIENCE • EAST LANSING

RECEIVED  
RADIO STATION

SEP 17 1956

COLLEGE OF COMMUNICATION ARTS • DEPARTMENT OF SPEECH

WILLIS WILSON  
UNIVERSITY OF ILLINOIS  
September 17, 1956

Dear Frank:

I have digested the General Not for Profit Corporation Act of the State of Illinois and have arrived at the answer to the required procedure for corporation consolidations. You will note, from the enclosed letter to Arlene McKellar, that implementation is under way toward the calling of a meeting in Atlanta during the NAEB Convention. If all goes well, we should be able to bring the proposal to an AERT vote at that time.

Will you have a copy of the list of AERT Members and their addresses sent to Arlene right away so that she can begin the preparation of the mailing prior to October 1. Or, if you prefer to mail from Urbana, let her know and she will send the mailing materials to you. In order to save time, please communicate directly with her and make whatever arrangements you prefer. No need to include the subscribers to the JOURNAL who are not members nor the associates; only the actives and the institutionals.

Here are the legal procedures in Illinois which both AERT and NAEB will need to follow. The law specifies that the Boards of Directors of each organization to be involved in the consolidation shall adopt a resolution approving the proposed plan and directing that it be submitted to a vote of the members. Written or printed notice setting forth the proposed plan or a summary thereof must be given to the membership of each association not less than five days nor more than forty days before the date of the meeting. In the Articles of Consolidation, we will need to sign a notarized document verifying that a quorum of the members of our respective associations was present at the meeting when the proposition was voted upon and that the plan received at least two-thirds of the votes entitled to be cast by members present or represented by proxy at such meeting. I trust that you will take care of the procedure in so far as NAEB will be involved. If we can get at least 10% of our AERT membership to attend or designate proxies, and this we should be able to do, we apparently can proceed with a vote in Atlanta.

Will you also make arrangements for the Presidents and Secretaries of the two Associations to meet with a notary following the two membership business meetings in Atlanta, in the event of affirmative membership voting on the proposal, to finalize the action legally? I'll bring the Articles with me. We will need the corporate seal for NAEB and signatures of the four officers before the notary. The signing ceremony should call for newsmen and photographers, don't you think so?



"IT IS FOR US THE LIVING . . . TO BE DEDICATED HERE TO THE UNFINISHED WORK . . ."

LINCOLN

Arlene will keep us posted on the progress of the AERT action. Will you advise us of the status of the proposal in so far as NAEB is concerned? The wheels are in motion for the AERT vote.

Sincerely,

A handwritten signature in cursive script that reads "Leo".

Leo A. Martin  
President, AERT

Frank Schooley  
President, NAEB  
School of Journalism  
Gregory Hall  
University of Illinois  
Urbana, Illinois

ASSOCIATION FOR EDUCATION BY RADIO-TELEVISION

RECEIVED

OCT - 5 1956

PRESIDENT'S  
OFFICE

October 1, 1956

(2)

Dear AERT Member:

The Board of Directors of the Association for Education by Radio-Television acting on a unanimous approval by the officers of AERT of a recommended plan for the consolidation of AERT with the National Association of Educational Broadcasters, have approved the proposed plan and have directed that it be submitted to a meeting of members having voting rights at a special meeting to be held concurrently with the 1956 Annual Meeting of the National Association of Educational Broadcasters in Atlanta, Georgia.

Your attendance is invited at this special meeting of AERT which will be held at the Hotel Biltmore in Atlanta, Georgia, on October 16, 1956 at 4:30 o'clock (P.M.). The purpose of the meeting is to discuss and vote on the following proposal:

"That the Association for Education by Radio-Television consolidate with the National Association of Educational Broadcasters."

The proposal for consolidation includes various conditions, which will be discussed at the meeting in Atlanta.

A summary of the plan for consolidation follows:

1. All members of AERT would become either affiliate or individual members of NAEB.
2. Dues already paid by members of the AERT would be honored with full credit through the terminal date of their membership and/or subscription period.
3. The AERT JOURNAL would be continued, although the form and title might be altered to conform with the consolidation of AERT and NAEB.
4. The utilization and evaluation day now known as AERT Day would be continued either at the annual sessions of the NAEB Convention or with half a day at the annual NAEB Convention and a half or full day at future IERT meetings in Columbus. It is possible that a fall and spring meeting might thus be arranged in diverse locations.
5. The present membership of AERT would be represented on the Board of Directors of NAEB in a manner to be determined.
6. The NAEB would handle all administration of membership files, membership promotion, billing, dues collection and distribution of publications from its headquarters.
7. A Committee on Utilization would be appointed from the present membership of AERT.
8. Research projects in utilization would be inaugurated.

The consolidation plan has originated from (1) a desire on the part of your AERT officers to project the purposes and function of AERT beyond the limitations imposed by its present financial resources, and (2) a realization on the part of NAEB that it, as an organization, is in a position to strengthen this important aspect of educational radio and television.

The special meeting of AERT in Atlanta is of extreme importance. Decisions will be made involving the future of educational radio and television in our society. If you cannot be present at this meeting, you should designate your choice of proxy to represent you. The following list of officers and directors can be used for proxy assignment since they have indicated their intention to attend the meeting:

Leo Martin, President  
Mrs. Gertrude G. Broderick, Second Vice-President  
Arlene McKellar, Secretary  
Walter B. Emery, Director at Large  
Gale R. Adkins, Director at Large  
Haskell Boyter, Director at Large

You may select any one from this list to carry your proxy vote and, after you have officially designated him, you may communicate your desires to him prior to the meeting.

Make it a point to fill out the enclosed card and return it to Arlene McKellar right away! This will assure us of your interest in AERT and will help us to provide for the continuation of that interest.

Sincerely,

*Arlene McKellar*

Arlene McKellar  
Secretary, AERT

*Please —*

*Return your card today!*

November 1, 1956

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PRESIDENT'S OFFICE

Dear AERT Member:

By now you may have learned that AERT has merged with NAEB. The vote at the special meeting in Atlanta on October 17th was in favor of the consolidation. While the AERT does not now exist in name, its purposes and objectives will be continued within the framework of NAEB and the projects of AERT should be given even greater impetus and encouragement in the expanded NAEB.

Many of you were undoubtedly surprised to learn of this projected development and you also may have wondered why the action appeared to be a sudden one. Actually, this was anything but impulsive action and a resume' of the history leading up to the Atlanta meeting should illustrate.

AERT was founded for the purpose of providing an association for those people who were primarily interested in methods of utilization of radio in the classroom. It was, and always has been, the classroom teacher who has formed the base of the association's membership and focal interest. Early activities of the association included research into and study of methods for the best utilization of radio (later TV) in the school rooms. Conferences were held on national, regional and local levels and frequent suggestions were circulated to the membership.

When the JOURNAL was expanded into a more elaborate format, the income of the association was needed just to publish the monthly issues. Dues were not raised; yet printing and mailing costs increased. The primary activities associated with utilization had to be dropped so that the commitments for JOURNAL subscriptions could be met.

As early as five years ago, the then officers of AERT began to realize that the end of AERT was in sight unless some means for raising greater revenue could be found. No other organization seemed interested in a merger with AERT at that time although attempts were made to interest them in such an arrangement. Each succeeding administration has operated on a basis of strict economy. During the past year, for example, AERT has not had any official stationery. Office expenditures of postage, typing, bookkeeping, travel, etc. have all been financed outside the AERT treasury during the past year. It has been impossible to provide any member services or even permit association expenditures for the annual convention and AERT day.

Even with the strictest economies imaginable, the organization came close to a loss for the year. The JOURNAL has averaged \$500 per issue or \$4,000 for the year. Revenue from almost 500 memberships at \$5.00 and slightly over 200 subscriptions at \$4.00 (less agency fees of 20%) brought in less than \$3500 for the year. Thus, our income was less than our expenses. Were it not for a special one-year assistance fund, we would not have ended the year out of the "red". But we did and then we began to face this present year with apprehension. The final blow came when we learned that we would need to find a new publisher at a cost greatly exceeding that which we had been paying.

During the past year, attempts were made to interest foundations in the support of AERT but little headway was made due to the condition of our budget, the fact that we had no research projects already under way (and because of our low budget, we couldn't afford to start them), and due to our lack of any full-time officers or permanent location (also needing more money).

Your Board of Directors meeting in Columbus in April, on learning the problems of AERT's finances, was unanimous in its vote to investigate the offer of NAEB for a merger of the two associations. Your President was instructed to appoint a committee to study the possibilities and report to the Board. The President appointed the Executive Committee, consisting of the AERT officers. After several discussions and interchanges of correspondence with NAEB, the committee voted unanimously in favor of a merger. This vote was completed the early part of September and was then submitted in writing to each Member of the Board. The Board voted unanimously in favor of a resolution calling a special meeting of AERT at the time of the NAEB Fall meeting in Atlanta. This vote was completed just prior to the notice which you received from the Secretary.

Illinois Corporation laws (where AERT was incorporated) specify that notice of a meeting called for purposes of a merger must reach the members not earlier than 40 days and not later than 5 days before the date of the meeting. The Board resolution vote was received by our Secretary approximately two weeks before the meeting and she proceeded to advise the membership. We would have preferred more time; we acted just as fast as a recruited office force could work.

This situation has called for realism at all times. All of us would have preferred to maintain AERT as a separate organization. But the economic facts of the situation made us face the realities and act for the welfare and best interests of the membership. It is a real compliment to AERT that its purposes and accomplishments have been recognized by NAEB to the extent that adjustments have been made in that organization's constitution to permit the utilization and evaluation interests to be added.

The conditions of the merger provide the following:

- (1) All members of AERT now automatically become individual members of NAEB.
- (2) Dues already paid to AERT shall be honored with full credit through the terminal date of their membership (or subscription) period.
- (3) The JOURNAL will be continued.
- (4) The utilization and evaluation day (known as AERT Day) will be continued and expanded to include a session at the annual AERT meeting in Columbus in the Spring and a session at the time of the annual NAEB meeting in the Fall. (The latter changes location each year. The 1957 meeting will be in St. Louis; the 1958 meeting in Omaha).
- (5) AERT will be represented on the NAEB Board of Directors, governing body of the association. A ballot is enclosed with this letter for your vote for the representative on the Board. By mutual agreement between NAEB and AERT, the officers of AERT are the candidates for the representative during 1957-'58. You may vote for any one of the five.

- (6) A Utilization Committee will be appointed to serve the interests of AERT within NAEB.
- (7) Research projects will be inaugurated and pursued in the areas of utilization and evaluation of radio and television programming for the classroom.

The greater financial strength of NAEB, together with a sincere interest in utilization on the part of its membership, indicate a brighter future for those of us who have maintained our interest in the consumer's role in broadcasting. You should receive many more benefits from your dues payments than we were able to provide during the past several years. During all the negotiations of the past months, we have constantly worked to achieve these greater benefits for each of you and it is our honest opinion that the prospects appear excellent for a resurgence of interest and accomplishment in the areas of our mutual interests.

Your representative on the NAEB Board will maintain these mutual interests in the new organization. Any one of the five candidates can be counted upon to uphold the objectives of AERT and see that they receive substantial implementation.

So now you, as a sort of stockholder in a small organization, become a part of a larger and stronger association. You are a part of a very strong specialized interest group in the new organizational arrangement. You will receive all the past benefits of the JOURNAL subscription as well as various added services. It is the fervent wish of your officers and directors that the stimuli have now been provided whereby truly gratifying results may be achieved. In the long run, we hope that we may regard the merger as a significant opportunity which arose in time of great need.

Sincerely yours,

*Leo Martin*

Leo Martin  
President

November 1, 1956

NAEB Headquarters  
14 Gregory Hall  
Urbana, Illinois

TO: NAEB Individual Members                      DATE: November 1, 1956  
FROM: NAEB Headquarters  
RE: Selection of individual member to serve on NAEB Board of Directors

NAEB and AERT merged at the Atlanta conventions in October. Provision was made for individual members of NAEB to be represented on the NAEB Board of Directors, selection to be made by the individual members only.

Since most of the individual members in NAEB were formerly AERT members, the officers of the two associations approved a proposal for the first selection. The five former AERT officers are to be the nominees. They are listed alphabetically.

Therefore, as a former AERT member in good standing, or an NAEB individual member in good standing, you are entitled to vote for one of the nominees. Please cast your ballot and mail to NAEB Headquarters no later than November 20, 1956. Ballots postmarked after that date will not be valid.

The newly-elected director will assume office January 1, 1957.

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NAEB Individual Member Ballot

For representation on NAEB Board of Directors

Vote for ONE

- \_\_\_\_\_ Mrs. Gertrude G. Broderick, Radio-Television Specialist, U. S.  
Office of Education.
- \_\_\_\_\_ Rev. Richard F. Grady, Manager, Station WUSV, University of  
Scranton.
- \_\_\_\_\_ Leo A. Martin, Head, Radio and Television Instruction, Michigan  
State University
- \_\_\_\_\_ Arlene McKellar, Associate Director, Wisconsin School of the Air,  
University of Wisconsin.
- \_\_\_\_\_ Edward Stasheff, Professor of Speech, University of Michigan.

|           |                   |                                  |
|-----------|-------------------|----------------------------------|
| Return to | NAEB Headquarters | Must be postmarked no later than |
|           | 14 Gregory Hall   | November 20, 1956.               |
|           | Urbana, Illinois  |                                  |

Scanned from the National Association of Educational Broadcasters Records  
at the Wisconsin Historical Society as part of  
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